Master’s elective event

Semester 2 2017-2018
About today
Your elective options

- Psychology in Political Communication
- Sustainability Marketing and Communication
- Persuasion and Resistance
- Persuasive design in a digital era
- How Journalism saves the World
- Brands and Organizations in Social Media
- Organisations on the Web
- Corporate Social Responsibility (CSR) Communication
- Digital Analytics
- Political Marketing
- The Blind Spot
- Brand Communication
- Media Strategies
The electives….

- …will be presented to you by the lecturers
- …have the same workload
- …will be taught in English
- …can be found in the course catalogue
Choose…

…according to your interest in the course

during the course registration period from 7 December 8.00 until 19 December 13.00

early in the morning; first come, first serve
Make sure…

- … that lectures don’t overlap. Check the online timetable beforehand (rooster.uva.nl)
- … to register for no more than two electives (if you register for more electives, you will be randomly deregistered)
You can’t always get what you want…

- …so you keep an eye on the course registrations till 19 December or put yourself on the waiting list
- …or you try to switch with someone else
- …either way; make the best of it!
All slides will be published on student.uva.nl/mcs
Questions for our lecturers and/or study advisers? Save them for after the presentations!
Next presentation:

Psychology in Political Communication

Tom Powell
Who do you trust the most?
Who do you trust the most?
Who do you trust the most?
Who do you trust the most?
Trust: A smiling face with prominent cheekbones and high eyebrows.
Who is the most competent?
Who is the most competent?
Who is the most competent?
Who is the most competent?
Who is the most competent?
Who is the most competent?
**Competence:** Mature face with a larger forehead and prominent nose.
Those selected as most competent won the election 70% of the time.

Other factors important too – e.g., incumbency and partisanship.

Todorov et al. (2005), *Science*
Example/Case Study

- Information processing
Practical Information:

- Essays in KARQ format (20%)
  - Key quote – Argument – Relationship - Question
- Biographical assignment (20%)
- Replication and reflection practical assignment (10%)
- Final paper (50%)
Next presentation:

Sustainability Marketing and Communication

Anke Wonneberger & Marijn Meijers
Objectives
Examples of covered topics

- Sustainable behaviors: Barriers and Facilitators
- Going green once – going green twice
Examples of covered topics

- Sustainable behaviors: Barriers and Facilitators
- Going green once – going green twice
- Green marketing and advertising
- Challenges and effects of CSR communication
- Emotions in social marketing
- Social media strategies
Social Media

“Like Us”...
And we’ll feed zero children.

Nothing against Likes,
but food costs money.
Support National UNICEF Day...
Buy a life-saving survival gift now!

#UNICEFDAY
survivalgifts.ca
Social Media

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Buy a life-saving survival gift now!

#UNICEFDAY
survivalgifts.ca

unicef

Every like saves lives
It is easier than you think to protect endangered species. Join worldwildlife.org/social
Green appeals

Organic for 14 years. We like riding on tractors, not bandwagons.
Corporate Social Responsibility and Cause Related Marketing
Practical Information:

- Individual paper (60%)
- Sustainability campaign strategy (group work, 15%)
- Sustainability branding/marketing plan (group work, 15%)
- Participation (10%)

- Guest lectures by practitioners
Next presentation:

Persuasion and Resistance

Marieke Fransen
Course objective

- In this seminar, we look at persuasion by taking resistance into account.
- Persuasion and resistance go hand in hand.
Covered topics
1. Introduction
2. Reasons for Resistance
3. Receivers’ Strategies
4. Guest Lecture & Literature Assignment I
5. & 6. Sender Strategies
7. Helping Receivers to Resist Persuasion
8. Group presentations & Literature Assignment II
Example

YOU’RE A SHIT-WITTED WORTHLESS RETARDED PRICKHOLE AND WILL NEVER GET A DEGREE

LEARN THE ART OF REVERSE PSYCHOLOGY AND MORE WITH A PSYCHOLOGY BSc HONOURS.

University of Salford
MANCHESTER
Example

I AM ALICIA SILVERSTONE, AND I AM A

VEGETARIAN

PETA
Example
Practical Information:

- Individual literature assignments
- Group paper
- Presentations
- Blog
Next presentation:

Persuasive Design in a Digital Era

Annemiek Linn
The world biggest population?

1. Facebook
2. China
3. India
4. YouTube
5. Penguin
6. WhatsApp
7. Instagram
8. LinkedIn
9. Twitter
10. USA
53 %

93 %

7 sec
What will you learn?

- How to develop a persuasive mobile application (Mondays)
  - Who are potential users (in terms of characteristics, barriers and motives)? (week 2-3)
  - How do I make them use my app (processing technology and persuasive design)? (week 4-5)
  - How can I maximize persuasive impact? (increasing perceived relevance) (week 6)
  - What are the effects of technology? (week 7)
What will you do?

- You will read user design blogs
- You will learn how to design an app using InVision software
- You will work with companies and pitch your own app to solve a real-life problem (Wednesdays)
  - Practical case
- You will visit an eLab
Profit and non-profit organizations
Practical Information:

- Development app (group assignment) (30%)
- Critical reflection (40%)
- Blog about visit elab (15%)
- Blog about tech innovation (15%)

More information?
- Annemiek Linn: a.j.linn@uva.nl
Next presentation:

How Journalism Saves the World
Dr. Katjana Gattermann
Course objective I

Study the impact investigative journalism has had on the world!

Concrete objectives:
- critically assess common conceptions about the role investigative journalism plays in democracies
- re-evaluate existing theories and concepts of political journalism, such as framing and media trust
Course objective II

And the impact the ‘world’ has on investigative journalism!

Concrete objectives:
- understand how political journalists work, and why they make certain choices when reporting political or social issues
- report and present solutions for real-world challenges that political journalism and democracies face
Approach

- Case studies on investigative journalism (past, present, future)
- Reconsideration of common theories
- Practice-oriented seminars
- Practitioners in guest lectures
- Students organize session(s)

* Maurits Martijn (de Correspondent) gave guest lecture in the past
Examples

Did you know that...

- the Prime Minister of Iceland stepped down following allegations that he tried to hide millions in offshore accounts?

... due to investigative journalism.
… staff at a South African hospital was shown to have caused the deaths of hundreds of new-borns through negligence?

… due to investigative journalism.
Practical Information:

- Group Project: Class organization (10%)
- Group presentation (15%)
- Individual assignment: Blog (25%)
- Individual paper: policy paper (50%)

Questions? Don’t hesitate to drop me an e-mail.
k.gattermann@uva.nl
Next presentation:

Brands and Organisations in Social Media

Anne Kranzbühler
The paradigm shift of (social media) marketing

- Consumers’ attitudes and purchase
The paradigm shift of (social media) marketing

- Consumers' attitudes and purchase

- Consumption in the sense of brand engagement
  - Sharing, endorsing, COBRAs, eWOM …
If it doesn’t spread, it’s dead!
Theme 1: Antecedents & consequences of brand engagement
Theme 2

Brand Engagement Strategies
Observing Engagement
Engagement and Identity
Participating for Engagement
Factors that Stimulate Engagement
Theme 3
The Dark Side
Authenticity and Globalization
Opportunities & challenges
Practical Information:

- Individual paper (60%)
- Group presentation (20%)
- Reading reports (20%)
Next presentation:

Organisations on the Web: Corporate Websites, Social Media and Webcare

Dr. Suzanne de Bakker
Covered topics/theories

Theoretical lectures about:
- Structurational & Emergent theories
- Corporate Web Sites: interactivity
- How brands use social media: communities and user generated content
- How brands use social media: reputation and webcare
- The Web in Organisations: the use of technology in the Organisation
- The Web in Organisations: boundary between professional and personal life
Examples/Case Study

NYPD NEWS @NYPDnews · Apr 22
Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook. pic.twitter.com/mE2c3oSm6

The #NYPD will also help you de-tangle your hair. #myNYPD pic.twitter.com/nrngQ1bOWv
Covered topics/theories

Presentations about practical topics:
- Webcare
- Content marketing
- SEO/SEA
- Marketing automation
- Employees as brand ambassadors
- Storytelling
Practical Information:

- Essay (2000 words): 40%
- Propositions (2 per week): 40%
- Presentation: 20%
Next presentation:

Corporate Social Responsibility (CSR) Communication

Irina Lock
DON'T THROW ANYTHING AWAY
THERE IS NO AWAY.

WELCOME BACK TO THE DARK SIDE
GREENPEACE

iSlave
Foxconn's workforce is supplying the world's leading electronic brands.

proudly produced by FOXCONN®
Literature Meetings

- Creating Shared Value (CSV), Sustainability, Corporate Citizenship, and other buzzwords
- CSR communication
- Digital CSR
- CSR and corporate political activity
- Etc...
Debate Club
Practical Information:

- Debate club (30 %)
- Open book exam (70 %)
Next presentation:

Digital Analytics

Theo Araujo
Ewa Malowska
Communication practice (and research) has moved from focusing on... Billboard, Radio, Newspaper, TV, Direct Mail.

To focusing on something like this...
Examples

What is digital analytics?
Covered topics

- The role of digital analytics in comm. science and practice
- Identifying opportunities and creating a data analysis plan
- Understanding (and collecting) digital data
- Analysing data: creating models and visualisations
- Evaluating success and limitations
- Ethics, security and privacy
What you will learn

- What is (and is not) possible with digital data?
- How do different types of digital data look like?
- How to use and analyse digital data to solve communication-related challenges?

And… basics of data science using Python, Machine Learning, A/B testing and several other concepts…

**Important:** this is an introductory course aimed at communication science master students. *No programming knowledge is needed, just interest in digital analytics!*
How you will learn

- Usage of digital data in communication research
- Case studies
- Guest lectures

Theory
Practice
Practical Information:

Course format:
- 1 theory session per week (discussing literature)
- 1 tutorial session per week (working on the practical assignment)
- Materials combine readings and video tutorials

Assessment:
- Individual papers (70%)
  - Assignment 1: Identify communication-related business challenge and create a data analysis plan, including theoretical reflection on implications
  - Assignment 2: Execute (part of) the data analysis plan, including acquiring data, creating visualizations, and/or developing models
- Group Presentation – analysis of a digital analytics case (20%)
- Participation (10%) – tutorials & participating in online discussions
Questions about the course?

Please email me at t.b.araujo@uva.nl
or meet me at the REC 7th floor!

Thanks!
Theo & Ewa
Next presentation:

Political Marketing

Dr. Alessandro Nai
a.nai@uva.nl
Political marketing?

Selling political products (candidates, parties, ideas) through modern campaign techniques

How?
➢ The medium and the setting
➢ The message
➢ The person
The medium and the setting

From old to new communication channels
The message

Persuasion, and the art of going “negative” and “emotional”
The “reputation” of candidates and the cult of personality in modern politics
Practical Information:

Class is structured as a mix between lectures and group workshops

Assignments (tbd):
- Individual paper: analysis (50%)
- Individual/Group presentation: case study (20%)
- Group project: campaign ad for fictive candidate (30%)
Next presentation:

The blind spot:
Tracking media users
Susanne Baumgartner
Course objective

Practice-oriented, non-technical introduction to the most advanced new tools to track and understand media behavior

How many minutes per day do you spend on Facebook?

How did you feel while watching this commercial?
Covered topics

- Eye tracking
- Neurophysiological measures
- Experience sampling
- Using social media as research tools
- Automatic recording emotional reactions
- Neuromarketing
The more you use social media, the more lonely you are...

YOUTH AND MEDIA - UNIVERSITY OF AMSTERDAM

**Research Question**

Does social media use decrease the level of loneliness among emerging adults?

**Hypotheses**

- Social Media Use (X) 
  - (+) 
- Loneliness (Y) 
  - (-)

**Future Research**

- Online interactions in social media do not necessarily mean that people are not lonely.
- Future research could focus on the bigger sample size, cultural differences, random sample and different use of method such as survey.

**Limitations & Advice for future research**

- To few respondents, next time will be 30 ± 30.
- First including FaceReader in study, highlight, correct angles.
- More testing before questionnaires.
- Not control the use of social media or face expressions.

**Conclusion**

Overall men and introverts have no difference in levels of loneliness. (FaceReader and self reported) 

- More positive attitude towards the ad and brand. These findings are present in previous research.

**Results**

- **H1: Social Media Use**
  
  FaceReader: Men (M = 2.7, SD = 0.7) higher than women (M = 2.0, SD = 0.5). Difference not significant t(42) = 0.52, p = 0.6
d
  Self-report: Men (M = 2.3, SD = 0.8) higher than women (M = 2.0, SD = 0.5). Difference not significant t(42) = 1.4, p = 0.15.

- **H2: Attitude towards the ad**
  
  FaceReader: Men (M = 4.2, SD = 1.4) more positive attitude than women (M = 3.6, SD = 1.3). Difference not significant t(42) = 0.52, p = 0.6
  Self-report: Men (M = 4.2, SD = 1.5) more positive attitude than women (M = 3.6, SD = 1.3). Difference not significant t(42) = 0.52, p = 0.6

**Facereader presents:**

**Finally equality between men and women?**

Lucie Vlčková (6191614)
Supervisor: Susanne Baumgartner

**Why emotions?**

- Interpretable from human communication

**Why FaceReader?**

- Objective tool

**Why gender differences?**

- Gender aligned:
  - H1: Women display more happiness in general and therefore they will find advertisements more amusing.
  - H2: Women will display a more positive attitude towards the ad in comparison to men.
  - H3: Women will display a more positive attitude towards the brand in comparison to men.

**Measure**

- What?
  - Social Media Use (X)
- Research Question
  - Does social media use decrease the level of loneliness among emerging adults?
- Hypotheses
  - Social Media Use (X) 
    - (+) 
  - Loneliness (Y) 
    - (-)

**Method**

- EXPERIENCE Sampling Method
  - Stratified random (n = 45) and fixed (n = 15) sample size
  - N = 60, 30 male, 30 female

**Conclusion**

- We might become a tool of our own thoughts, still we are the owners of our emotions.
Practical Information:

- Group presentation (20%)
- Research proposal (30%)
- Poster presentation (40%)
- Professional academic conduct (10%)
- Each week
  - Theoretical part: introduction to tool
  - Practical part: guest lecture, hands-on sessions
Next presentation:

Brand Communication

Young-shin Lim
Ewa Masłowska
Themes

- Brands & branding
- Brand communication strategy
- Consumers & brands
Covered Topics

- Brands & branding
- Brand portfolio, architecture & positioning
- Creativity
- Copycatting
- Consistency
- Online branding
- Narratives
- Consumers & brands
- Brand love
Class Format

- Tutorials
- Guest lecture(s)
- Case studies
Assessment

- Discussion Questions (individual) 10%
- Case Presentations (group) 30%
- Brand Strategy Paper (individual) 60%
Questions?

- Y.S.Lim@UvA.nl
- E.H.Maslowska@UvA.nl
Next presentation:

Media Strategies

Hilde Voorveld
Course objectives

Upon completion of this course, students should

- have **knowledge** of the key concepts and the principles of media planning and media strategies
- be able to **apply** the principles of media planning and media strategies in a media plan, based on a briefing from a media agency
- be able to **communicate findings** clearly and unambiguously to specialist and non-specialist audiences.
- be able to critically analyze and adequately **use** scientific literature on media planning and media strategies when answering practical questions.
Covered topics

- The media industry
- Key concepts and hot issues in media planning
- Audience measurement
- Traditional media
- Online media
- Programmatic buying
- Mobile media
- Cross-media uses and effects
- Branded content, native advertising
Practical Information:

- Individual media plan (Powerpoint) and reflection (paper) (70%)
- Vision on future of audience measurement, group ‘presentation’ (15%)
- Application of the literature, group presentation (15%)
- Agency visit
- Guest lectures
- Closing event
Media plan based on real briefing
Questions for our lecturers and/or study advisers? Ask them while enjoying a drink!

All slides will be published on student.uva.nl/mcs